



Director of Marketing

Location

Las Vegas, NV

Compensation

Full-time position with benefits. Competitive annual salary based on qualifications with an aggressive, performance-based bonus structure.

Job Summary

Madrivo is a rapidly growing online media firm in the affiliate marketing and lead generation space. Our company offers an unparalleled value proposition to advertisers due to our sophisticated infrastructure, technological resources, and the sheer volume of media and optimization algorithms managed in-house. This unique combination of attributes has led to explosive growth in the last year and we're looking for a Director of Marketing that can lead the marketing and PR efforts to further expand our brand. Madrivo is seeking a seasoned candidate equipped with the skills required to extensively develop our brand's online presence and capture a larger market share with household brands and fortune 1,000 companies. The ideal candidate will have a proven track record in leading a marketing department, having successfully executed tasks that involved cross-channel marketing programs. As Director of Marketing, this person must create and implement high-level strategies that aggressively expand Madrivo's presence across all online sales channels through enhanced brand awareness and new client generation.

Key Expectations

- Fully comprehend and employ Madrivo's brand image, backstory, and current leading role in the affiliate marketing space in order to further develop our online presence.
- Identify, develop, and manage Madrivo's long and short-term marketing initiatives, with the use of current and future market trends, which will effectively increase cross-channel revenue.
- Manage and employ as necessary Madrivo's marketing staff and contractors who will execute our online marketing and digital branding plans while adhering to budgets, deadlines, and top-line goals put in place by senior management.
- Create, implement, and expand marketing strategies that leverage our current standing as a world-ranked leader in the affiliate marketing space. This will include, but is not limited to, securing cost effective placement in online and print publications, review sites, forums, etc., creating and executing our social media strategy and building case studies that cite scientific data gathered from Madrivo's industry-wide accomplishments.
- Support the sales team's initiatives by supplying effective tools in the form of marketing collateral, media kits, case studies, videos, etc.

 madrivo.com

 office@madrivo.com

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Madrivo Media LLC

3900 Paradise Road, Suite 252
Las Vegas, NV 89169



Key Expectations (continued)

- Enhance Madrivo's relations with customers by organizing and developing specific customer outreach programs, refining our brand presence at industry-related conventions, and anticipating our customers' current and future needs.
- Improve Madrivo's online brand rating through optimizing our corporate site, SEO, PPC, and other media-buying tactics (search, content, video) in order to generate new customers.
- Manage and enhance the brand image and reputation of our key senior management members, including C-level and sales executives, through online and offline publications.
- Assist in the branding, online research, and marketing of open job positions through strategic placement as well as maintaining Madrivo's rating as a top-tier employer.
- Achieve external validation in the form of awards recognizing Madrivo's achievements
- Strategize and effectively execute our brand's presence at industry tradeshows, including booth appearance, team representation, and relevant marketing collateral.
- Build a high-level Corporate Investor package that can be used as presentation material

Qualifications

- Minimum of 3 years work experience in a similar role; Minimum of 5 years working in the marketing space
- Experience with all areas detailed in expectations above
- Strong strategic and leadership skills
- Proven track record leading a marketing team or a complete marketing strategy
- Experience with leading a sophisticated branding and PR campaign with proven, measurable results
- Strong project management skills including the demonstrated ability to think end-to-end, manage long term projects, and manage multiple projects simultaneously
- Strong work ethic, integrity, and adherence to high-level confidentiality to ensure proper handling of sensitive information
- Bachelor's degree required; Graduate degree in Business or Communications is preferred

Applicants must have reliable transportation, good personal hygiene, and a professional appearance to be considered. To apply please send a cover letter and your resume to office@madrivo.com.

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